



# RECERTIFICATION EXAM QUESTIONS

## The recertification exam is online.

To submit your answers to the below questions, log in at [www.ags.org/agspro](http://www.ags.org/agspro) and select the **2023 Recertification** under **My Courses**.

- Which of the following measures is recommended to prevent grab-and-run thefts?**
  - Requesting a customer's ID before allowing them to try on merchandise
  - Showing multiple pieces at a time for customer convenience
  - Allowing customers to hold valuable items without verifying their ID
  - Avoiding documentation of suspicious incidents
- During a smash-and-grab robbery, what should be the top priority for store owners and staff?**
  - Engaging in physical intervention to stop the criminals
  - Ensuring the safety of themselves, staff, and customers
  - Attempting to recover the stolen merchandise immediately
  - Trying to keep the robbers in the store until the police come
- How should users phrase their questions to ChatGPT for the best response?**
  - Be vague and general
  - Be specific and provide context
  - Use technical jargon
  - Ask philosophical questions
- ChatGPT is 100% accurate and does not require fact-checking.**
  - TRUE
  - FALSE
- What is one way to cultivate an open mind in a jewelry store?**
  - Avoid engaging with differing views and opinions
  - Seek alternative perspectives, ask questions, and listen actively
  - Stick to your understanding without considering other perspectives
  - All of the above
- What is unconscious bias?**
  - Intentional and deliberate judgments based on personal beliefs
  - Conscious and well-considered biases toward certain individuals
  - Unintentional and automatic prejudices influenced by various characteristics
  - None of the above
- By 2025, what percentage of global fine jewelry sales will be influenced by sustainability considerations?**
  - Up to 10%
  - 10–20%
  - 20–30%
  - 30–40%
- One can use the terms “eco-friendly,” “green,” or “environmentally friendly,” no matter what level of commitment a company makes regarding its sustainability efforts.**
  - TRUE
  - FALSE
- Why is it so difficult to measure trace elements in diamond?**
  - Diamond is the hardest mineral
  - Diamond has a high thermal conductivity
  - Trace element concentrations are exceedingly low in diamonds
  - All of the above
- What is one geological fact that makes diamonds so different from colored gemstones?**
  - Diamonds form deep in the Earth's mantle instead of the crust
  - Diamonds are relatively dense minerals
  - Diamonds do not contain inclusions
  - Diamonds are only found in riverbed deposits

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11. **Which of the following sapphire sources post the most difficulty in separation from Montana sapphire?**
  - a. Kashmir
  - b. Songea, Tanzania
  - c. Sri Lanka
  - d. Myanmar
12. **Montana sapphires were first mined for use as:**
  - a. Gemstones
  - b. Abrasives
  - c. Semiconductors
  - d. Watch bearings
13. **Tourmaline was first discovered in Maine in the early 1900s during the reign of the Empress of China.**
  - a. TRUE
  - b. FALSE
14. **Which of the following gemstones is not mentioned as a notable single source locality in the United States?**
  - a. Benitoite
  - b. Red beryl
  - c. Hiddenite
  - d. Tanzanite
15. **The men's jewelry category is currently the fastest-growing sector in retail jewelry.**
  - a. TRUE
  - b. FALSE
16. **Checking in with target customers and gathering feedback is unnecessary because consumer shopping preferences rarely change.**
  - a. TRUE
  - b. FALSE
17. **When creating customer personas for your jewelry business, what type of information should you include?**
  - a. Demographic information
  - b. Preferred way to shop and favorite brands
  - c. Experience expectations and online research behavior
  - d. All of the above
18. **How can a strong brand identity be created?**
  - a. Define your values, share authentic stories, and establish a unique brand voice that aligns with your values and resonates with your target audience
  - b. Create detailed buyer personas for your most loyal clients
  - c. Use communications that speak to all clients in general
  - d. Disregard data and analytics that measure the effectiveness of your marketing campaigns
19. **Knowing your target clients allows you to tailor your messaging and offerings to specific needs, preferences, and motivations, resulting in more effective marketing campaigns that resonate with your audience.**
  - a. TRUE
  - b. FALSE
20. **What is a common KPI for measuring brand awareness in digital marketing for jewelry retailers?**
  - a. Return on Investment (ROI)
  - b. Customer Lifetime Value (CLV)
  - c. Social Media Engagement
  - d. Average Order Value (AOV)
21. **Which framework is recommended for setting clear and actionable goals when tracking digital marketing KPIs?**
  - a. LEAN
  - b. AGILE
  - c. SMART
  - d. FLEXIBLE



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22. **What is an essential aspect to consider when optimizing short-form video content for different platforms?**
- Ignoring platform-specific tools
  - Recycling content from other apps
  - Understanding platform-specific specifications, practices, jargon, and demographics
  - Focusing only on long-form videos
23. **Which of the following is not a part of emotional intelligence?**
- Social awareness
  - Relationship awareness
  - Self-awareness
  - Self-management
24. **What do you need for effective relationship management?**
- Time
  - Frequent interactions
  - Consistency
  - All of the above
25. **Idiosyncratic credits are a coin-based reward program you can introduce at your store for staff.**
- TRUE
  - FALSE
26. **A man walks in looking for a specific watch he's found online and has a detailed list of the features he must have. Which buying style does he represent?**
- Peace
  - Control
  - Fun
  - Perfect
27. **How can you encourage a Solo Player to work as part of a team?**
- Tell the Solo Player that they can always work alone
  - Employ group-related language
  - Invite the Solo Player to take the lead on part or all of the project
  - None of the above
28. **It's impossible to have more than one personality type.**
- TRUE
  - FALSE
29. **Why is investing in customer relationships after a sale important?**
- It reduces the cost of acquiring new customers
  - It has no impact on client acquisition costs
  - It increases customer loyalty
  - A and C
30. **Following up with the 3:3:3 rule after the sale maintains a positive connection with the customer.**
- TRUE
  - FALSE
31. **What country is currently the largest producer of laboratory-grown diamonds by volume?**
- China
  - United States
  - India
  - Russia



**Certified Sales Associates can STOP HERE**

**All Titleholders must continue.**



32. **What color are the majority of laboratory-grown diamonds currently submitted to GIA for reports?**
- Light yellow
  - Fancy blue
  - Near-colorless
  - Colorless
33. **Which of the following statements is true regarding the global lab-grown diamond market volume in 2022?**
- The market volume was 9.13 million carats
  - The market volume was 1 million carats
  - The market volume was 50% of the global supply
  - The market volume was 20% of an equivalent quality natural diamond
34. **Who is the right successor for your business?**
- An insider, key employee(s), or business partner with lots of experience
  - A family member with lots of potential
  - A private equity group with lots of cash
  - The party that best meets your goals
35. **Which of the following are factors in calculating the financial resources you will need after you leave your business?**
- The value of your assets and your liabilities
  - Current expenses
  - The lifestyle you want to live after you leave your business
  - All of the above
36. **Freight expenses should be included in the Cost of Goods Sold (COGS) in the Income Statement.**
- TRUE
  - FALSE
37. **How is COGS calculated in retail jewelry companies?**
- By adding additional expenses like freight to the cost of goods sold
  - By subtracting Gross Profit from Sales
  - By considering only the cost of the goods sold
  - By multiplying the number of items sold by the selling price
38. **Fluorescence can be a valuable feature for identifying laboratory-grown diamonds.**
- TRUE
  - FALSE
39. **What proportion of natural gem diamonds are estimated to be superdeep?**
- One in one million
  - One in one thousand
  - 1–2%
  - Zero
40. **A diamond's strain pattern can provide strong clues to:**
- Whether a diamond is natural or lab-grown
  - A diamond's country of origin
  - The diamond's body color
  - None of the above
41. **The most common method used to produce synthetic corundum is:**
- Pulling
  - Flux
  - Hydrothermal
  - Flame fusion
42. **Which one is not a major value factor for jadeite jade?**
- Texture
  - Transparency
  - Carat weight
  - Craftsmanship



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43. **What method is used to identify the treatment of artificially irradiated pink sapphires in modern gemological labs?**
- Exposing the sapphire to intense X-ray irradiation
  - Conducting a stability test with intense incandescent light
  - Exposing the sapphire to long-wave ultraviolet (LWUV) lamp
  - All of the above
44. **The purpose of jewelry assessment is:**
- To determine why something broke
  - To determine the damage, why it broke, and how to fix it
  - To determine who broke it
  - To determine how long it has been broken
45. **Our primary aim in repairing and restoring jewelry is to:**
- Be successful and get clients to keep coming back
  - Return the jewelry to factory specifications or better
  - Have a stellar reputation
  - Keep our clients happy
46. **Which statement is true regarding Paraíba tourmaline?**
- Tourmaline from Brazil can be found in very large sizes up to 50 ct or more
  - Generally, there is more copper in tourmaline from Mozambique than from Brazil
  - Some major laboratories will identify Paraíba as tourmaline with trace amounts of copper
  - The neon glow associated with Paraíba is common from multiple sources
47. **Which is true about origin reports from laboratories?**
- The reports are based on opinion and science together and may not be 100% accurate
  - Originally, origin reports were used to convey quality appearance, and since there were fewer sources, they were more accurate
  - Auction houses today often request more than one reputable report before submitting for auction
  - All of the above
48. **Lab-grown diamonds are...**
- Stabilizing in price since they have come down so much in recent years
  - Easy to identify with current equipment available
  - Selling for 85–90% below the price of natural on average
  - Decreasing in popularity now that prices have plummeted
49. **The AGS Minimum Appraisal and Report Guidelines only apply to CGs and CGAs.**
- TRUE
  - FALSE
50. **The disclaimers and fine print on your appraisal reports protect you against any liability.**
- TRUE
  - FALSE
51. **You're preparing a report for a client on an item that you sold. Which title should not be put on the report?**
- Statement of Replacement Cost
  - Estimate to Replace
  - Jewelry Appraisal
  - Cost of Replacement
52. **For your protection and to keep your vendors and designers private, you should never describe the trademarks.**
- TRUE
  - FALSE



**Registered Jewelers, Registered Suppliers,  
and Certified Gemologists can STOP HERE**

**All Certified Gemologist Appraisers and  
Independent Certified Gemologist Appraisers  
must continue.**



53. **An appraisal service agreement:**
- Helps define the scope of work for the appraisal assignment
  - Removes all your liability
  - Helps protect you if the customer uses the appraisal for an unintended purpose
  - A and C
54. **Your customer is in a hurry when dropping off their items for appraisal. It's ok to cut a few corners to help speed up the process and keep them happy.**
- TRUE
  - FALSE
55. **Agreed upon values between you and your customers for the items they leave with you:**
- Help you know if you have enough insurance coverage for their items while they're in your possession in the event there is a dispute
  - Set the value that you will put on your appraisal in advance
  - Are required per AGS standards
  - None of the above
56. **Bailment laws are the same in all 50 states, so I can use the same boilerplate take-in language other jewelers use.**
- TRUE
  - FALSE
57. **The most professional way of handling lab-grown diamonds is to just assume everything is natural and put a disclaimer in your appraisal stating that.**
- TRUE
  - FALSE
58. **I don't have to describe the items in detail if I have good pictures with my report.**
- TRUE
  - FALSE
59. **If you're going to use trade-specific terms in your reports, you should:**
- Include the definition of the word in the report or in a glossary
  - Let your client look up the words they don't understand
  - Use abbreviations, but don't worry about the definition
  - None of the above
60. **When describing the items, it is good to include:**
- Total weight of the piece
  - Manufacturing method
  - Dimensions of the piece of jewelry and gemstone dimensions
  - All of the above

